



Highlights of the 2023 Kaseya MSP Benchmark Survey Report

As we move deeper into 2023, the economic landscape remains uncertain and challenging. Small and midsize businesses (SMBs) are feeling the pressure to recession-proof and strengthen their IT infrastructure to stay competitive and safeguard themselves against the relentless onslaught of cyberattacks. In response, managed service providers (MSPs) are bolstering their solutions stack with advanced tools that offer seamless integration and automation capabilities to meet the heightened demand for IT services. MSPs that can successfully mix innovation, expertise and customer-centricity will stand out from the pack.

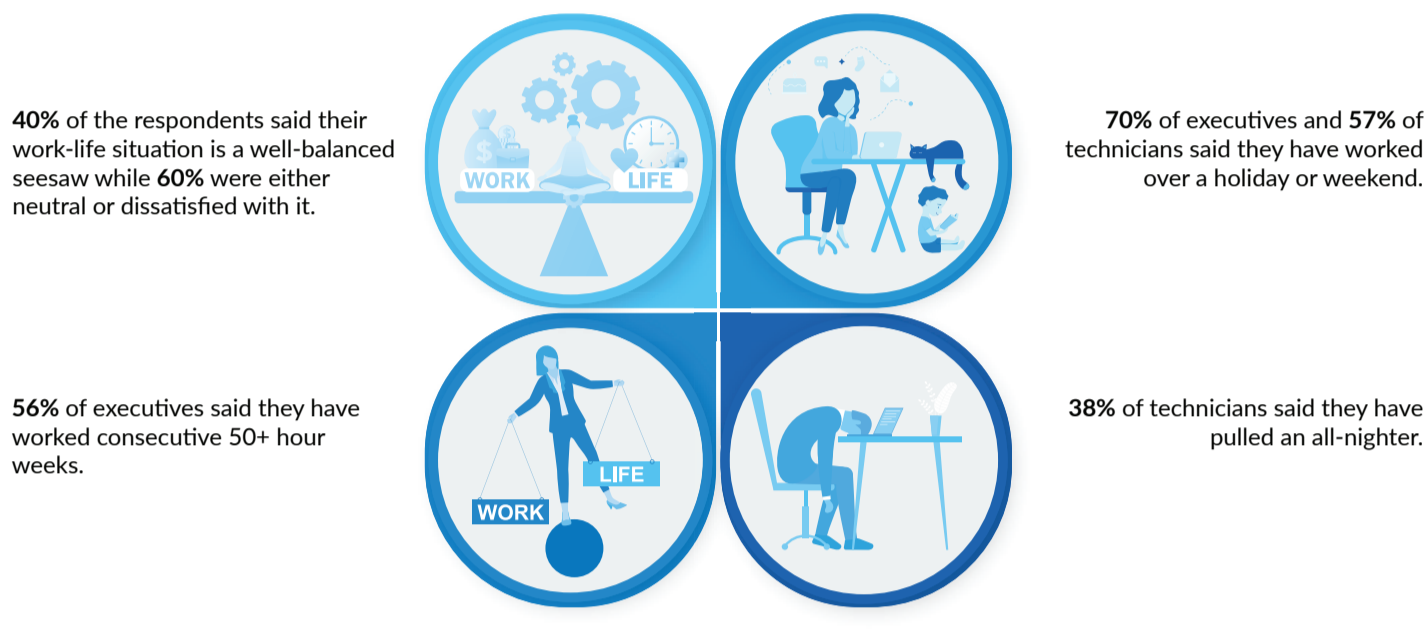
OUR RESPONDENTS

Our survey questions attempted to gauge the MSP industry from the viewpoints of both MSP executives and technicians. Out of a total of 1,091 respondents:



WORK-LIFE BALANCE

As both the IT environment and macroeconomic environment get more complex, the pressure to do more with less intensifies. We asked respondents to give us a sense of their work-life balance.



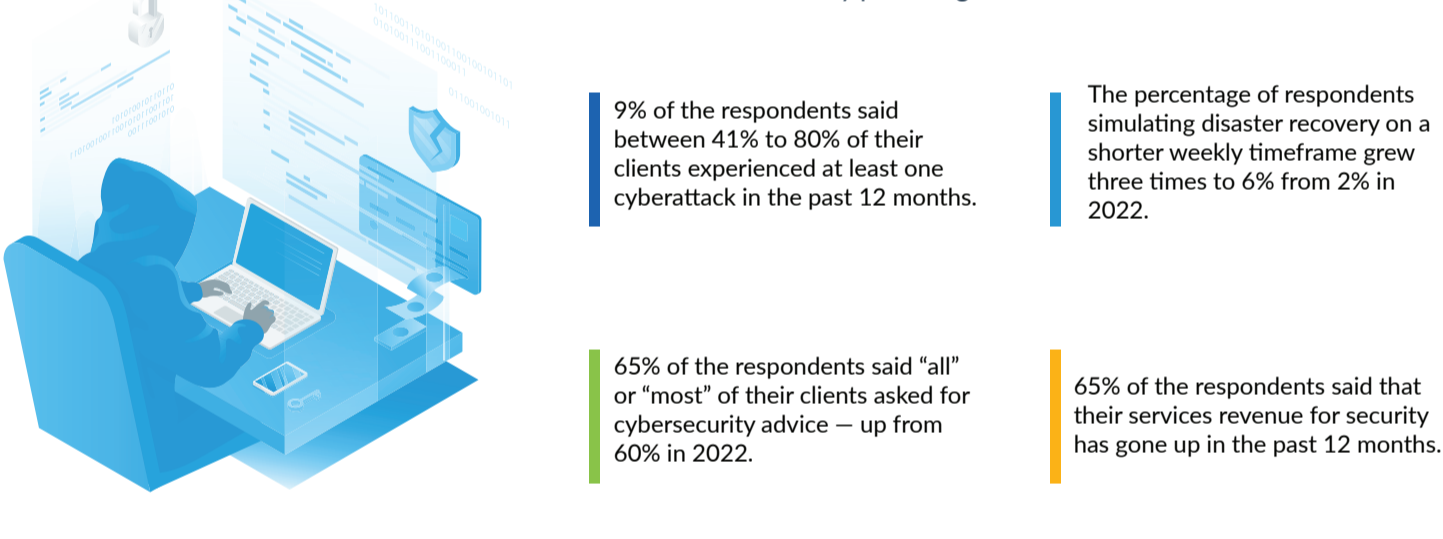
AUTOMATION EVERYWHERE

MSPs that adopt automation have a competitive advantage over their peers. They can take on more clients without hiring additional IT staff and free their technicians to focus on core business activities.



CYBERSECURITY: A TOP PRIORITY

SMBs place high importance on cybersecurity and are reaching out to their MSP partners for comprehensive security strategies and solutions. In response, MSPs are bolstering their security product lines to retain existing clients and win new ones by providing more value.



PUTTING INTEGRATION FIRST

As MSPs look to improve operational efficiency, they require their IT management tools to integrate seamlessly. A leaner and more connected tech stack reduces costs, allowing technicians to focus on revenue-generating activities rather than constantly alt-tabbing and context switching.



M&A ACTIVITY

A good merger or acquisition can boost revenue, drive profits and immediately give MSPs access to a bigger pool of talent, customers and service offerings.



CHALLENGES AND OPPORTUNITIES

As MSPs strive to transform challenges into opportunities, they will look to focus on these areas in the coming year.



Download the complete report to gain detailed insights into the MSP industry and its future course.

[2023 MSP Benchmark Survey Report](#)

SURVEY METHODOLOGY

Kaseya conducted its annual MSP Benchmark Survey in November 2022 using structured questionnaires. To simplify the questionnaires, pricing and revenue information was requested in U.S. dollars and respondents were asked to select from price ranges rather than to specify exact figures. To provide an indication of trends, the report includes comparable results from 2022 where applicable. All current results are included in the global statistics described as "2023." Overall, we've made every attempt to provide the data in a format that is most useful, to the widest audience possible. Note that several questions include intentionally generalized data, given that the replies are highly variable (e.g., specific services offered in per-user pricing agreements, certain service contracts offered in remote regions of the world).